



Integrated Care Matters Webinar Series 6

Addressing the Global Challenge: Reducing Medicines Related Harm Wednesday, 24th November 2021

- Alpana Mair, Head of Effective Prescribing & Therapeutics, Scottish Government, WHO polypharmacy Lead , Project Coordinator SIMPATHY, iSIMPATHY and Lead for IFIC's Appropriate Polypharmacy and Adherence SIG, welcomed all to the session. She outlined the person centred and patient safety focus for the session, highlighting Medication Without Harm, WHO's Third Global Safety Challenge, and the EU Simpathy project. In a new project [iSimpathy](#), clinicians from Scotland, N Ireland and the Republic of Ireland are scaling up integrated practice based on What Matters to You and the 7 steps to appropriate polypharmacy. You can read more in Alpana's blog [here](#).
- Kristie Weir, Researcher Health Care Institute (BIHAM) of University of Bern Switzerland shared the focus of her postdoctoral work on communication about medicines and deprescribing, the importance of patient preferences and attitudes and the need to allocate resources to develop and test more patient-centric approaches.
- Jennifer Lake, Assistant Professor (Teaching Stream), Leslie Dan Faculty of Pharmacy , Dalla Lana School of Public Health, Toronto shared her work on Role negotiation in primary care teams: A missed opportunity to improve patient safety. Jennifer shared that her clinical experience as a pharmacist has supported and informed her move into research completing her PhD in 2020.
- Our panellists, Albert Alonso MD PhD, Senior Researcher at the Research and Innovation Directorate (FCRB/Hospital Clínic Barcelona), Núria Molist-Brunet MD PhD, Researcher at the Chronicity Central Catalonia, Gastón Perman, Clinical Lead Health and Social Care Integration, Hospital Italiano de Buenos Aires, Argentina and Daniel Dröschel, Senior Project Development Manager, Optimedis AG, were invited to share an overview of their work and how this relates to reducing medicines related harm.

Panellists



A total of 51 registered for the
webinar from various sectors
covering 17 countries around
the globe



Take Home Messages

The area of medication review and describing can be reframed through changing the lens to a patient safety lens which supports changing hearts and minds

Encourage the wider team to be curious!

- ⇒ Up to 50% of adults 65 years and older take one or more medications that are inappropriate or medically unnecessary, which has been shown to be associated with functional decline, cognitive impairment, falls, adverse drug events, reduced quality of life, and increased health care costs.
- ⇒ We need to be open to new perspectives beyond the day-to-day clinical work.
- ⇒ It's important to bridge primary, community and secondary care to work together, always with the patient at the centre.
- ⇒ Centering patients as the valued audience & setting polypharmacy initiatives as high value goals can change the way teams negotiate.
- ⇒ Medicine related changes are easier to implement when the person (patient) is involved.
- ⇒ Importance of engaging patients using all forms of communication including social media to inform and share with patients.

Patients need to be sighted on the unintended consequences of medication

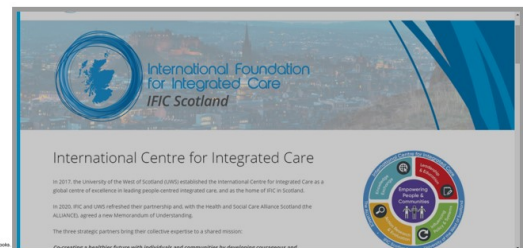
Use the legitimate power of institutions and organizations to help manage the goals for pharmacists



Goffman's Impression Management



Goffman, E. (1966). The presentation of self in everyday life (1st ed.). New York, NY: Anchor Books.



You will find the webinar recording, presentation slides and topic resource [here](#)

Register for our next webinar: Wednesday, 15th December @ 4 - 5.30 pm (GMT):

'Healthy homes, places and spaces'



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